

TORRANCE MUNICIPAL WATER DISTRICT SERVING 15,000 HOMES

In 1951 the Torrance Municipal Water District served 5832 residents. Since then the figure has risen to more than 15,000. Eventually the district hopes to service the whole city, purchasing the facilities of the five water suppliers now operating here.

So stated Angus McVicar, superintendent of the Torrance Municipal Water District No. 3. Plans for necessary additions and the expansion of present plant facilities are being made now. These will be paid for out of revenue rather than additional bond issues, McVicar stated.

Modernizing
The district office, located on Cravens ave., near El Prado, underwent considerable modernizing recently.

Furthermore, the Torrance City Council agreed to spend about \$320,000 for additional feeder mains and storage facilities.

"The water district is in excellent financial condition and is being operated efficiently with a minimum staff," McVicar said. "Modern equipment is used in the field and modern methods and machines in the office."

The story of Torrance's water supply goes back to 1912 when the Dominguez Land co. formed the Torrance Water, Light and Power co., to furnish water to the newly established city.

Water was obtained from the Dominguez Water corp. through two connections from their still existing 3-inch main in Carson street.

City Takes Over
In 1928 this company was sold to the Pacific Water co. of San Mateo, which operated it until December 24, 1934, when the city of Torrance took over as the Torrance Municipal Improvement District No. 1.

Two wells were drilled and the system was overhauled with the balance of the \$400,000 bond issue authorized when the district was voted in, in 1930.

In 1946 the Torrance Municipal Water District No. 1, which is the area south of Sepulveda blvd., and west of Crenshaw, was formed and bonds voted in the amount of \$150,000.

The Quandt Water co., was purchased and some new mains, along with a supply line from the Metropolitan Water District of Southern California, were constructed.

Also, in 1946, the Torrance

Municipal Water District No. 2, consisting of the area north of physically and financially, and charged different rates for water.

Consolidated
Finally, in 1952, the Torrance Municipal Water District No. 3, 190th st., was formed with a bond issue of \$174,000. New mains and a Metropolitan Water District connection were constructed with this money.

These three districts were operated as separate units, both which consolidated the former three districts and added some areas, was formed and a bond issue of \$2,000,000 was voted.

With this money extensive feeder mains and storage facilities were constructed and several miles of distribution mains were added or replaced.

This put the entire system in first class condition and has enabled the district to serve areas of the city that were not accessible before, McVicar said.

The water rate was increased and made identical in all districts and all local taxes levied for the several districts' bonds were discontinued, and are now paid from revenue.

Carnation Company Comes To Torrance

One of the newest of Torrance's varied industries is the Carnation co. frozen foods plant at 21100 S. Western ave. From its humming production lines come an endless procession of frozen fruit, meat and poultry pies, cream pies, cakes and cookie rolls bearing the famous Simple Simon brand name.

These products are shipped to markets throughout California, Oregon and Washington, to the principal cities in Texas and to important population centers in the West, Midwest and South.

The frozen food industry, a mere infant in the food field, has grown astonishingly since the war. Since 1949 alone, consumption of frozen foods has skyrocketed from about 17 pounds per capita to 45 pounds, an increase of about 160 per cent, according to the National

Frozen Food Distributors assn. It is into this field, with its opportunities for growth and expansion and steady employment that Carnation has thrown the full force of its research and development facilities and its know-how in production and marketing gained over the past 57 years as a leader in the food field.

Simple Simon Brand
Before acquiring the Simple Simon brand, Carnation surveyed a number of frozen food operations across the country. It was looking for an organization that produced high quality frozen foods that was staffed by experienced personnel, one that possessed physical assets capable of expansion, all located in an area known for its civic pride and business vitality.

The Simple Simon organization, with its main plant in Torrance, conveniently located near Carnation's world headquarters and research center, seemed to meet these requirements.

Expansion and Remodeling
Because of the opportunities it offered, a program of expansion and remodeling was begun at the Torrance plant soon after it became a Carnation property. Recently completed after more than a year of re-building, the plant today is 50 per cent larger than originally. Plant areas have been enlarged to take care of expanded production.

The latest in equipment, such as stainless steel meat cookers, modern, high speed packaging machines, huge dough mixing machines and quick freezing rooms, and other equipment make this one of the most modern frozen food plants in the nation.

High as Simple Simon quality always has been, recipes for the various pies and cakes produced under the label were reviewed to see what could be done to make them even better. This work was carried out at Carnation's Research Laboratory at Van Nuys and resulted in development of new recipes giving better than ever Simple Simon products.

Thoroughly Tested
The new recipes were then thoroughly tested under home conditions in Carnation's Home Service Department kitchens. Only after these new products met the rigid standards of the company's staff of home economists, were they released to production to be put into consumer distribution channels.

Activities to assure top quality do not end there. At Torrance, as in every Carnation



CARNATION FROZEN FOODS
Framed by magnolia trees and landscaped grounds is the office entrance to Carnation's recently remodeled frozen foods plant in Torrance.

plant, there is a quality control laboratory where ingredients as well as finished products are tested.

While plants and equipment are necessary to the production of frozen foods, people, Carnation feels, are its biggest asset. Of the 13,000 men and women employed at more than 150 Carnation plants in the US and Canada, over 200 are in the firm's frozen foods division.

For the most part, these men and women live in Torrance, their children go to school here, they attend Torrance churches,

These people provide, through payrolls, a substantial purchasing power for the area, which combined with expenditures by the company for local goods and services, totals more than \$100,000 a month.

Stable Business
Stability of the food business has traditionally attracted stable people who appreciate the long range employment opportunities it affords, officials said. Granville Riley, a Torrance employe, recently received his gold pin for 20 years of continuous employment. Ted Wind, plant

superintendent, last year observed his 25th anniversary. Leo Jurgenson, production manager of the frozen foods division has more than 10 years service with Carnation.

As to the future, Carnation expects its frozen foods division to show a steady and continuous growth. This will come from development of new frozen products, say D. W. Hogue, general manager, and S. A. Halgren, Carnation vice president and chairman of the division, as well as from expanded distribution into new markets.

Vermont Dairy Has 110 Cows

William Van Beek, who came here from Holland three years ago, has managed the thriving Vermont Dairy, 22400 Vermont, for the last two years.

The dairy, located on 10 acres of land, is open seven days a week, offering every variety of fresh dairy products which are processed right on the premises.

Van Beek has 110 Holstein and Guernsey cows. His sons, Simon and Ike, help him operate the dairy. They sell 500 gallons of milk a day.

Perforating Firm Serves Oil Companies

Pacific Perforating co., 1024 Engracia, located in Torrance since 1930, is a service organization for oil field work, servicing all the major oil companies.

Starting with a staff of two, the firm increased to its present staff of 33.

It is located on two acres of land, using special equipment for all its activities.

Officials of the firm include J. E. Pooler, Ruth L. Brundly, and D. M. Bernl, owners.

AREA HAS EXCHANGE TELEPHONE

Only 21 years old, Roger Wright, who was raised and educated in Torrance has developed a flourishing business, recently selling the ambulance service which he started, in order to devote full time to his Commercial Medical Telephone Exchange.

The exchange service, located in Torrance and Hawthorne, covers Torrance, Hawthorne, Lomita, Harbor City, and Gardena.

Wright stated that he has a force of 13 operators working on shifts handling the four switchboard positions 24 hours a day.

Wright, who came to Torrance from Oklahoma at the age of 11 graduated from Torrance High school in 1952 and from El Camino college in 1954. While attending school he worked at a local theater and in 1955 he went in business for himself.

He started Wright's ambulance service, expanded into Hawthorne (Crown Ambulance

Service), and recently sold his interest in the two operations. He recently acquired the op-

eration of the telephone answering service in Palm Springs, also.



SERVES AREA
Roger Wright, owner of Torrance's and Hawthorne's Commercial Medical Telephone Exchange, indicated that services cover the two areas as well as Lomita, Harbor City and Gardena. —Press Photo.



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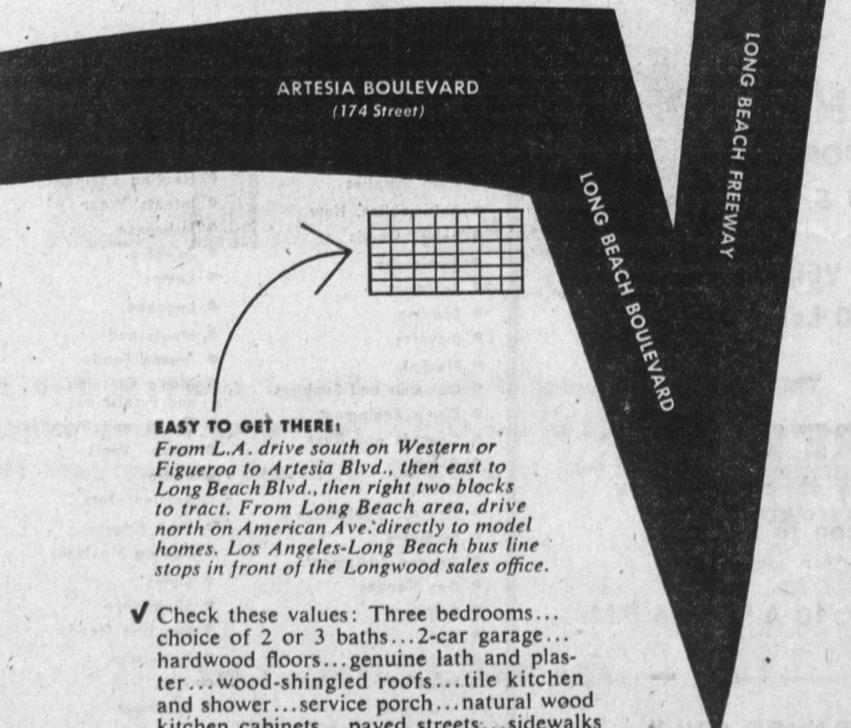
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